

*B1*  
*cont*

providing a second database containing identification codes and product information corresponding to each of the identification codes;

receiving a telephone call from a user including one of the identification codes;

identifying the received telephone number from the telephone call;

retrieving the user address from the first database by comparing the received telephone number with the stored telephone numbers;

retrieving the product information corresponding to the received identification code;

addressing the electronic message according to the retrieved address; and

sending at least a portion of the retrieved product information via the electronic message.

*B2*

44. (Amended) The method as recited in claim 36, wherein the electronic message includes an advertisement or an order confirmation.